

## **PERSONALIZED INTERFACE WITH ADAPTIVE CONTENT PRESENTATION**

### **Abstract of the Disclosure**

An apparatus, program product and method personalize an on-line interface by identifying and tracking a computing environment of a user so that on-line content is tailored to the subjective preferences of the user. In addition, the computing environment advantageously includes objectively distinguishable factors such as one or more of preference settings, cookies (i.e., previously viewed web sites), time/date, location, navigation click stream, autonomic reaction to viewed on-line content and type of computer platform. Thus, one or more usage profile records for each user may be maintained, each tailored for the computing environment and user's subjective preferences when in that computing environment.